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| **Message** | |  |
| **Subject:** Propaganda assignment | | **Topic:** Default Topic | |
| **Author:** Jennifer Cicchini | | **Date:** March 21, 2010 5:06 PM | |

In the first attachment, the format of the propaganda was to be an advertisement or a poster. The intended audience is for anyone who smokes. The propaganda technique used is fear. The image is two upright cigarettes that are smoldering on the ends. They are supposed to symbolize the wreckage of the twin towers in New York City. Transfer is also present because as the audience looks at the advertisement they are reminded of the terrorist attacks on the United States. Emotions that get conjured when looking at this advertisement is definitely fear and loathing. "No More Killing"are the key words used in this advertisement. This ad was from China, and the amount of people smoking cigarettes in China has increased as the country becomes more industrialized, so the advertisers are using fear to get people to quit smoking. I think this advertisement would make people think about the dangers of smoking, so I would give it a 4 or 5 on the effectiveness scale. I know if I were a smoker, reading the smaller print about one person dying every 8 seconds from smoking would get me to think about quitting.  
  
The second attachment is a bandwagon advertisement. The intended audience is anyone who might be feeling that Obama's promises for change can be Xeroxed from many other politicians because the change is not happening as quickly as people had hoped. The image is a typical shot of Barack Obama in black and white with the words "Change you can Xerox" printed below the picture. The emotion is evoked by the words more than the picture. Emotions might include doubt, disillusionment, and defeat. The purpose of the propaganda is to convince people who voted for Obama to change their minds and vote for his opponent for the next election. I would rate this advertisement as a 2 or 3, because I believe that time is needed to make big changes. I think that people should give a leader the benefit of the doubt and give him a chance to prove himself.

Attachments: [anti\_smoking\_campaign\_china.jpg](https://vista.unm.edu/webct/urw/lc3112874754051.tp3116649667081/RelativeResourceManager/sfsid/3552338953071); [change\_you\_can\_xerox.jpg](https://vista.unm.edu/webct/urw/lc3112874754051.tp3116649667081/RelativeResourceManager/sfsid/3552338955071);